

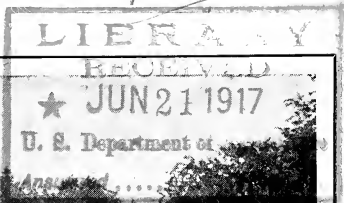
## **Historic, Archive Document**

**Do not assume content reflects current scientific knowledge, policies, or practices.**



6257

Day



*Border of Hardy Old-fashioned Flowers*

1916

# King's Hardy Old-Fashioned Flowers



**W. E. KING**  
LITTLE SILVER, NEW JERSEY

# Directions to Customers

---

## PLEASE READ

**Place Your Order Early.** It is advisable that you place your order early, even though you do not want the plants at once. State the time you want the plants shipped, and your order will be filled at that time with selected plants.

**My Guarantee.** I guarantee that you will be entirely satisfied with the plants and bulbs from here, or you can **return them at once**, and your money will be promptly refunded. A satisfied customer is my best advertisement.

**Terms.** Are strictly cash with order. If stock is to be reserved, I ask at least 25 per cent of amount with the order and the balance before shipment.

**C. O. D. Shipments** will be made only when 25 per cent of the amount of the order is sent with it. It is to your advantage, however, to pay cash in advance, as you save on the return charges.

**Packing.** No charge is made for boxes or packing, or delivery to express office or freight depot.

**Parcel-Post Shipments.** For my customers who live at a distance from the express office, I shall be pleased to forward by parcel-post such plants as can be sent in that way, at the following additional cost: To all points east of the Mississippi River, 10 per cent extra; to all points west of the Mississippi River, 20 per cent extra.

**Express Shipments** are advised, as this method is quicker, safer and cheaper except on very small packages.

**Name and Address.** Please write very carefully and as distinctly as possible, giving all necessary information, so that prompt delivery can be made. Ladies will kindly write the prefix, **Miss** or **Mrs.** before the name.

**I Do Not Warrant** in any way, expressed or implied, the description, quality or productiveness of any plants or bulbs I send out, and will not in any way be responsible for the crop. If the purchaser does not accept the stock under these terms, they are to be returned at once and the money will be refunded.

**However**, it must be plain to anyone of intelligence that I will do my best to send out only such stock as will grow and prove true to description. It certainly is to my best interests to do this—**and I will.**

**Names of Your Friends.** Many of my customers are so pleased with the plants bought from me that they ask me to send my Catalog and lists to their friends. This is a suggestion that perhaps you will be glad to have a number of your friends receive this Catalog also. It will be doing your friends and me a real favor.

---

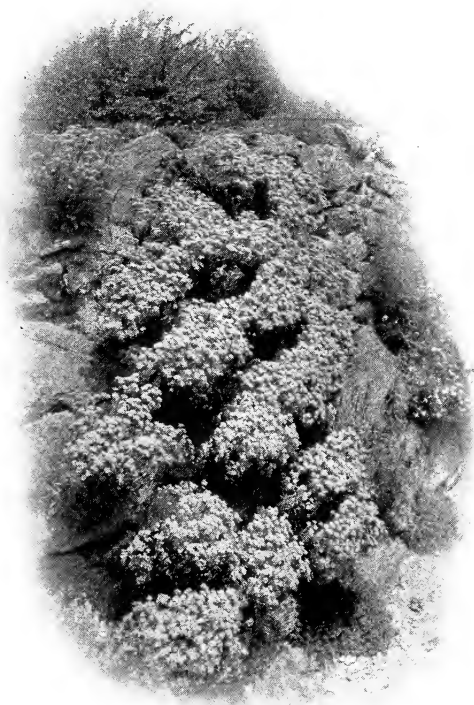
W. E. KING

LITTLE SILVER : NEW JERSEY

# Hardy Old-Fashioned Flowers

## ACANTHUS

**Mollis latifolius.** Handsome decorative plant, with large, heart-shaped leaves; suitable for planting as single specimens on the lawn or in the border. During August and September the rose-colored flowers are produced on 3-foot stems. 25 cts. each, \$2.50 per doz.



Achillea Ptarmica, "The Pearl"

## ACHILLEA

**Millefolium roseum.** A handsome variety of this class, with rose-colored flowers in great profusion all summer.

**Ptarmica, "The Pearl."** Pure white flowers, on strong stems 2 feet high; blooms profusely. Fine for cutting; very showy.

Either variety, 15 cts. each, \$1.50 per doz.

## AGROSTEMMA · Rose Campion

**Coronaria.** Strong, erect-growing plants, with silvery foliage, which contrasts well with the bright rosy carmine flowers which are produced in early summer. 15 cts. each, \$1.50 per doz.

## ALYSSUM · Basket of Gold

**Saxatile compactum.** A splendid plant for borders and rockery, growing about 1 foot high, with masses of bright yellow flowers, and beautiful foliage. 15 cts. each, \$1.50 per doz.

## ANCHUSA

**Italica.** Grows 3 to 4 feet; very effective in hardy border or planted among shrubs. Flowers blue, in June; strong grower. 15 cts. each, \$1.50 per doz.

**Dropmore.** A big improvement over the Italica. The color is rich gentian-blue, a color of which we have too little. Planted with larkspurs the effect is grand, as they form big plants 4 to 5 feet high, with numerous branches. 25 cts. each, \$2.50 per doz.

## ANEMONE JAPONICA

### Japanese Windflower

The beautiful Windflowers are among the most important of our hardy plants. They begin blooming in August and continue in full beauty until cut down by frost. They are especially valuable as a cut-flower, lasting in good condition for several days. The plants grow 2 to 3 feet high and increase in beauty from year to year. I offer three colors:

**Alba.** Large; snowy white.

**Rubra.** Beautiful rosy red.

**Queen Charlotte.** Very large semi-double flowers of La France rose-pink, a color that is rare among hardy plants.

I offer strong plants of these three colors at 15 cts. each, \$1.50 per doz.

## ANTHEMIS • Marguerite

**Tinctoria.** This hardy Marguerite is one of the most satisfactory summer-blooming old-fashioned flowers; plants are of bushy habit producing their large, yellow, daisy-like flowers during the entire summer. Nice for cutting. 15 cts. each, \$1.50 per doz.



Aquilegia (see page 3)



Hardy Asters

**AQUILEGIA • Columbine**

The Columbines are among the most beautiful of the hardy old-fashioned flowers, producing their graceful spurred flowers on stems rising 2 feet above the beautifully divided foliage. They are not particular as to soil or location, and their period of flowering covers the late spring and early summer months. No hardy garden is complete without a quantity of Columbines. I can offer a splendid mixture which covers all colors. Strong plants, 15 cts. each, \$1.50 per doz.

**ARABIS • Rock Cress**

**Alpina.** One of the most desirable of the very early spring-flowering plants. Good plant for edging, rock-garden or hardy border, forming a dense carpet of pure white flowers. Nice for cutting and last a long time in bloom. 15 cts. each, \$1.50 per doz.

**ARMERIA • Thrift**

**Maritima.** Attractive dwarf-growing plants which form evergreen tufts of bright green foliage from which innumerable rosy pink flowers appear in dense heads on wiry stems about 10 inches high. They flower more or less all summer to late in fall. 15 cts. each, \$1.50 per doz.

**HARDY ASTERS****Michaelmas Daisies, or Starworts**

These are among the showiest of our late-flowering hardy plants, blooming in September and October. They grow 3 to 4 feet high and are a mass of color when in bloom. I offer these in violet-purple and rose-pink. 15 cts. each, \$1.50 per doz. Also a new variety:

**St. Egwin.** This is a variety of recent introduction and forms dense bushes 2½ feet high that are covered with bright pink flowers during the fall. Strong plants, 25 cts. each, \$2.50 per doz.



## BELLIS • English Daisy

**Perennis.** Everybody knows the beautiful English Daisies. They are companions to the pansies and bloom early and late. Strong plants only, 75 cts. per doz., \$6 per 100.

## BOCCONIA • Plume Poppy

**Cordata Japonica.** Strong grower, 6 to 8 feet, adapted for planting in shrubbery borders; ornamental foliage with cream-colored flowers borne in large, showy panicles. 15 cts. each, \$1.50 per doz.

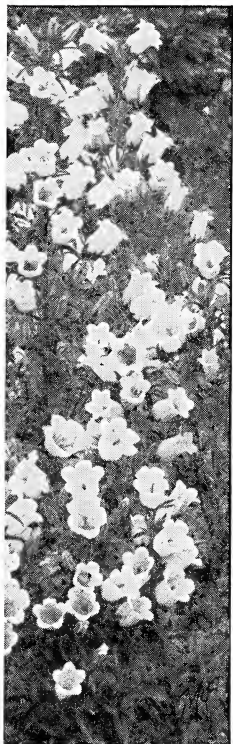
## BOLTONIA • False Chamomile

**Asteroides.** Among the best of our native old-fashioned flowers. The plants grow about 5 feet high, and during the summer and fall months are a perfect mass of pure white flowers.

**Latisquama.** A pink form of above; very showy. 15 cts. each, \$1.50 per doz.

## BUDDLEIA • Butterfly Bush

**Magnifica.** This is a new variety of the Butterfly Bush. The flowers are of a beautiful deep violet-rose color, and are produced in profusion from July until frost cuts them down. The plants attain a height of about 3 feet. Excellent for pot culture, as well as among the hardy shrubbery. I advise giving protection as it is claimed the plant is not hardy above Philadelphia. I have a limited number of this desirable plant. 25 cts. each, \$2.50 per doz.



Campanula Medium

## CAMPANULA

### Bellflower

**Medium** (Canterbury Bells).

This variety is the most satisfactory of the Bellflowers. The plants grow to 3 feet and the stalks should be tied to stakes to produce straight stems. The colors are blue, pink and white. 15 cts. each, \$1.50 per doz.; all colors mixed, 10 cts. each, \$1 per doz.

**Pyramidalis** (Chimney Bellflower). The most conspicuous of the Campanulas, forming perfect pyramids 4 to 6 feet high crowded with blue flowers. 25 cts. each, \$2.50 per doz.

**Pyramidalis alba.** A white-flowered form of above. 25 cts. each, \$2.50 per doz.





Hardy Chrysanthemum, Shasta Daisies (see page 6)

## CARYOPTERIS

**Mastacanthus.** (Blue Spirea). This handsome plant attains a height of 3 feet and is a perfect mass of rich lavender-blue flowers from early September until frost. Makes a splendid pot-plant for house culture and perfectly hardy for outdoor planting. 15 cts. each, \$1.50 per doz.

## CERASTIUM · Snow-in-Summer

**Tomentosum.** A low-growing plant with silvery foliage, covered with white flowers in June. Suitable for rockery, or covering graves. Used also in carpet bedding. 15 cts. each, \$1.50 per doz.

## HARDY CHRYSANTHEMUMS

These are all the large-flowered sorts, and are too well known to need further description. All strong plants that will give an abundance of bloom this season. They bloom from October to early in December in our gardens here.

10 cts. each, \$1 per doz.

**Cerise Queen.** Beautiful cerise-pink.

**Lelia.** Bright brick-red.

**Julia Lagravere.** Deep garnet.

**Hero.** Clear pink.

**King Philip.** Rich rose-pink.

**Lilian Doty.** One of the best pinks.

**Mrs. Porter.** Bright bronze.

**Prince of Wales.** One of the best whites.

**St. Elmo.** Good white.

**Sunset.** Rich yellow.

**Viola.** Rich violet-rose.

## INTRODUCTIONS OF 1915

Every garden should have a few of the newer things and I recommend that my customers try a dozen of these new varieties. I am sure all will be pleased.

**Harvest Moon.** Golden yellow; medium-sized flowers. Dwarf.

**Illona.** Rosy lavender; large sprays.

**Neola.** Light pink; very strong growth. Dwarf.

**Niza.** Delicate pink; very early bloomer.

**Rodi.** The best of its color; purplish rose; large, strong growth.

**Veta.** Small, pure white flowers; very free. Dwarf.

The price is 20 cts. each, \$2 per doz.



Coreopsis

height 2 to 3 feet. Succeeds everywhere. 10 cts. each, \$1 per doz.

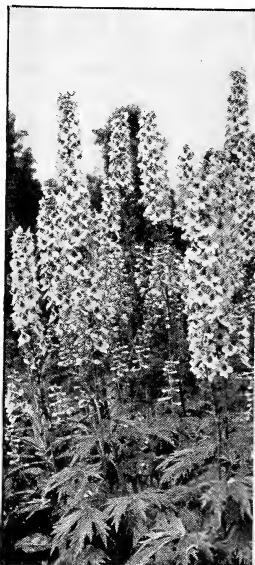
## DELPHINIUM • Hardy Larkspur

**Belladonna.** The best of all the Hardy Larkspurs; flowers turquoise-blue, in bloom from June until frost cuts them down. Height 2 to 3 feet. 25 cts. each, \$2.50 per doz.

**Chinese.** Pretty dwarf variety, with feathery foliage and deep blue flowers in open panicles. 15 cts. each, \$1.50 per doz.

**Formosum.** The old favorite Larkspur our grandmothers grew; grows about 3 feet high; dark blue flowers with white center; free bloomer; one of the best. 15 cts. each, \$1.50 per doz.

**Hybridum.** One of the finest strains of mixed Larkspur hybrids. Plants are of strong, vigorous habit, with large flowers on spikes 2 feet long, the majority running in the lighter shades of blue. 15 cts. each, \$1.50 per doz.



Delphinium

## HARDY CHRYSANTHEMUMS continued

**Shasta Daisy.** Everybody knows the Moonpenny Daisy with its large flowers; splendid for cutting and last a long time. Strong plants, 15c. each, \$1.50 per doz.

**King Edward VII.** An improved form of the Shasta Daisy, larger flowers and very free bloomer. 20c. each, \$2 per doz.

## COREOPSIS

**Lanceolata grandiflora.** Very popular; fine for cutting; blooms all summer in masses of golden yellow flowers;

Kindly send me two of your catalogs, I wish more plants. The extra catalog I wish for my mother, so she can send in her order. Your plants have been very good.—Mrs. J. B. S., New York.

**DIANTHUS · Hardy Pink**

10 cts. each, \$1 per doz.

**Clove-scented.** The old favorite; blooms all summer; mixed colors.**Latifolius.** Beautiful summer bedding plant; produces masses of fiery crimson flowers throughout the summer.**Barbatus.** See Sweet William.**DIGITALIS**

Foxglove

**Gloxiniæflora.** No hardy garden is complete without the beautiful Foxgloves. I can offer these in four colors—White, Pink, Lilac and Purple. 15 cts. each, \$1.50 per doz.; mixed colors, 10 cts. each, \$1 per doz.**Ambigua (Grandiflora).** Showy flowers of pale yellow. 15 cts. each, \$1.50 per doz.**FUNKIA**

Plantain Lily

The Plantain Lilies are among the easiest of the hardy old-fashioned flowers to raise, and their broad leaves make them attractive anywhere, even when not in bloom. They do well in sun or shade.

**Cærulea.** Blue flowers; broad green leaves. 15c. each, \$1.50 per doz.**Subcordata grandiflora.** Very large and showy; pure white, lily-shaped, fragrant flowers in August and September. This is considered one of the best and finest of the Plantain Lilies. 25 cts. each, \$2.50 per doz.**Undulata variegata.** One of the best of the variegated sorts; green-and-white variegated foliage; purple flowers. Good sort for edging. 15c. each, \$1.50 per doz.**GAILLARDIA · Blanket Flower****Grandiflora.** One of the best for the hardy border; showy; constant display of flowers from June until frost. Colors are gorgeous and in endless variety of orange, red, brilliant crimson, dark brown and vermilion. 10 cts. each, \$1 per doz.**Superba.** An improved form of *G. grandiflora*, having fully double the number of petals, and the ends of these being curiously twisted, the effect is odd. Perfectly hardy, and the colors are as fine as the other sort. 20 cts. each, \$2 per doz.

Digitalis

---

I have found your stock most excellent. Am looking for great things from the Elizabeth Campbell Phlox, Anemones, etc., which all came from you.—Mrs. E. B. H., New York.

## GRASSES · Hardy Ornamental

These grasses are very effective when planted among shrubbery, or planted as single plants on the lawn; soon grow into beautiful specimens and take care of themselves. I offer four varieties:

**Strong plants, 25 cts. each; clumps, 50 cts. each**

**Eulalia gracillima.** Of graceful habit with narrow foliage of bright green, with a silvery midrib.

**Eulalia Japonica.** Very ornamental; bright green.

**Eulalia Japonica variegata.** Similar to the preceding, but is striped with light yellow, giving the whole plant a most beautiful effect.

**Eulalia Japonica zebrina.** The long blades of this variety are marked with bands of yellow across the leaves. Makes an attractive specimen for the lawn. All these Eulalias grow about 5 feet high and are perfectly hardy.

## GYPSOPHILA · Baby's Breath

**Paniculata.** One of the most graceful of the hardy plants. Blooms during August and September; forms a symmetrical mass 2 to 3 feet high, of bush form; beautiful white flowers, producing a gauze-like appearance; fine for cutting. 15 cts. each, \$1.50 per doz.

## HEMEROCALLIS · Yellow Day Lily

**Flava.** The best-known variety of Hemerocallis. Deep lemon-yellow flowers in June and July; very fragrant; height 2½ feet. 15 cts. each, \$1.50 per doz.; large plants, 25 cts. each, \$2.50 per doz.

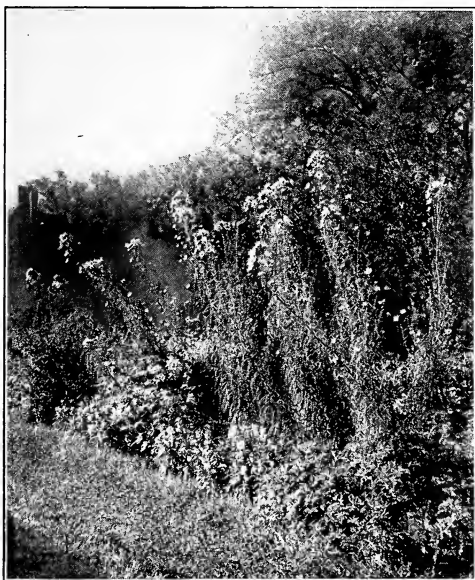
## HELIOPSIS · Orange Sunflower

**Pitcheriana.** Flowers are 2 inches in diameter; deep golden yellow; flower early in season and continue all summer. Very useful for cutting; height 3 feet. 15 cts. each, \$1.50 per doz.



**Hemerocallis flava**



*Helianthus orgyalis*

## HELIANTHUS • Hardy Sunflower

**Maximiliana.** One of the best of the Hardy Sunflowers, with golden yellow flowers in long, graceful sprays during the early fall months; invaluable for cutting; height 5 to 7 feet. 15 cts. each, \$1.50 per doz.

**Orgyalis.** A tall variety, 6 feet high, with medium-sized single golden yellow flowers during September. 15 cts. each, \$1.50 per doz.

**Soleil d'Or.** This variety grows but 3 to 4 feet high and is certainly the best of the double Hardy Sunflowers; the flowers are dahlia-like and of a rich golden yellow, and when in full bloom, it is a beautiful sight. The plants form a compact bush, and are excellently adapted for planting in masses among shrubbery or border. A magnificent cut-flower. 25 cts. each; \$2.50 per doz.

## HESPERIS • Rocket

**Matronalis.** Pink flowers on bushy plants; strong-growing; very showy; height 3 to 4 feet. Blooms in June and July. 10 cts. each, \$1 per doz.

## KING'S SUPERB HOLLYHOCKS

The stock I offer this season is unusually fine, and will give an abundance of bloom this year. Hollyhocks are at their best when planted in clumps on the lawn, or as a part of the background to the hardy border. They are also very useful in hiding a fence or yard or some spot that is undesirable. I offer separate colors in

**Double White**

**Double Rose**

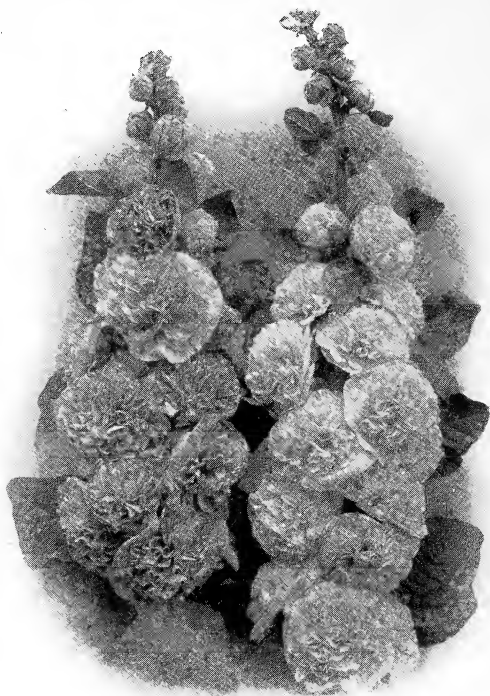
**Double Yellow**

**Double Salmon**

**Double Maroon**

**Double Red**

15 cts. each, \$1.50 per doz., \$10 per 100; extra-large, 2-year-old plants, 25 cts. each, \$2.50 per doz.



Double Hollyhock

HOLLYHOCKS, continued

**Double Mixed.** All colors on preceding page, but in taking the seed it has been mixed, so I cannot sell in colors. 10 cts. each, \$1 per doz., \$7.50 per 100; extra-large, 2-year-old plants, 20 cts. each, \$2 per doz.

## GERMAN IRIS · *Iris Germanica*

The German Irises are among the most popular of the spring-flowering hardy plants, producing in May their showy flowers of beautiful coloring. These Irises resemble the beautiful orchids; in fact the marvelous veining and tracing and the delicate intermingling of colors give them a charm which no other flower possesses; many have a delicious fragrance. My collection is not extensive, but each variety is **distinctly different in color and form.**

Any of the Iris, except where noted, 10c. each, \$1 per doz.

**Celeste.** Pure celestial blue; beautiful flower; tall and majestic; fine for massing.

**Darius.** Bright yellow, lower petals veined purple and rosy lilac; dwarf in habit.

**Delicata.** Pale yellow, lower petals rosy purple; very large flower.

**H. Cramer.** Delicate lavender, lower petals a shade darker. One of the finest and most showy.

**Honorabilis.** Golden yellow, lower petals rich mahogany; flowers held high above the foliage; one of the best of the yellows.

GERMAN IRIS, *continued*

**Madame Chereau.** Pearly white, distinctly and daintily edged and penciled with violet; rather dwarf. One of the most beautiful.

**Pallida Dalmatica.** One of the finest of the Germanica type. Strong, vigorous habit; planted in good soil will attain 4 feet in height, with unusually large flowers of a most beautiful shade of lavender; very fragrant. 25 cts. each, \$2.50 per doz.

**Purple Queen.** One of the earliest; large flowers of rich violet-purple, on tall stems.

**Silver King.** Silvery white flowers on tall strong stems. 15 cts. each, \$1.50 per doz.

IBERIS • Hardy Candytuft

**Sempervirens.** Very desirable plants having ever-green foliage, and completely covered with dense heads of pure white flowers in early spring; habit dwarf; grows about 10 inches high. 15 cts. each, \$1.50 per doz.

LATHYRUS • Hardy Sweet Pea

**Latifolius.** Bright rosy red pea-like flowers produced in profusion all summer and fall. The plant is a strong climber and valuable for covering trellises, unsightly fences or old tree stumps. 15 cts. each, \$1.50 per doz.

LUPINUS • Lupine

Very effective plants, producing large spikes of flowers. They are perfectly hardy and are free from the attacks of insects, which makes them especially valuable in a border of hardy old-fashioned flowers.

25 cts. each, \$2.50 per doz. All colors mixed, 15 cts. each, \$1.50 per doz.

**Polyphyllus.** Clear blue flowers on large spikes; height about 3 feet; blooms in May and June.

**Polyphyllus albus.** A white variety of the above.

**Polyphyllus roseus.** A pink variety.



A clump of German Iris





Oriental Poppies (see page 13)

### LYCHNIS • *Campion*

**Chalcedonica.** Most desirable plant, 2 to 3 feet tall, with heads of orange-scarlet flowers and dark green foliage. A fine old garden flower that has long been a favorite; very showy and nice for cutting. 10 cts. each, \$1 per doz.

### LYTHRUM • *Loosestrife*

**Roseum superbum.** Strong growing plants, 3 feet high, producing large spikes of rose-colored flowers from July to September. 15 cts. each, \$1.50 per doz.

### MONARDA • *Bergamot*

**Didyma rosea.** This is the old-fashioned Bergamot that our grandmothers grew, and it is just as popular now as it was fifty years ago; one of the most showy of the hardy plants, producing its bright rosy red flowers during the summer and early fall. The plants with their bright green, aromatic foliage are acceptable even when not in bloom. Strong plants, 15 cts. each, \$1.50 per doz.

### MYOSOTIS • *Forget-me-not*

**Palustris semperflorens.** The best variety; hardly ever out of bloom; useful for shady spot in border. 10 cts. each, \$1 per doz.

## PAPAVER • Poppy

**Oriental** (Oriental Poppy). A most pleasing plant of easy culture. Produces large flowers, often 5 to 7 inches across. Colors range from pink to dark crimson, each with a large spot of glossy black in the center; height 2 to 3 feet. A showy addition to the hardy garden. 15 cts. each, \$1.50 per doz.

## PENTSTEMON • Beard Tongue

Most useful of our showy perennials, either for the border or rockery. They are perfectly hardy and every old-fashioned garden should have these three varieties which I offer.

Any of the following: 15 cts. each, \$1.50 per doz.

**Barbatus Torreyi.** Spikes of brilliant scarlet flowers, growing 3 to 4 feet high; June to August.

**Digitalis.** Large spikes of long, purple-white flowers during June and July. 2 to 3 feet.

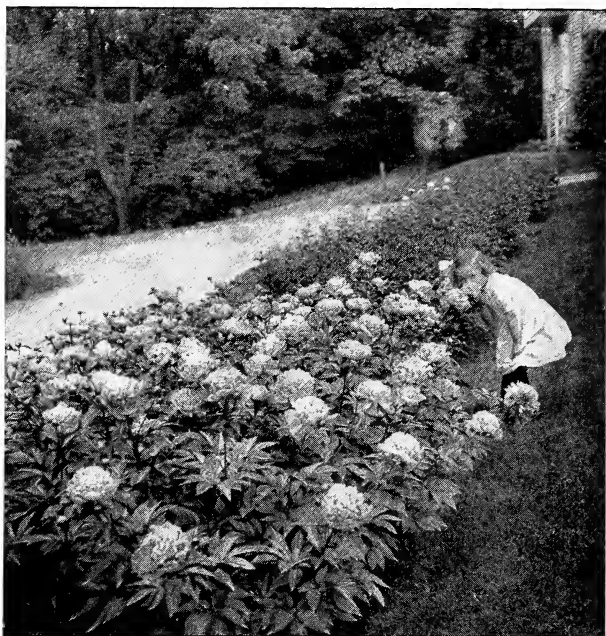
**Pubescens.** Bright rosy purple; July and August; height 18 inches.

## PANSIES

**King's Everblooming.** These plants are raised from seed gathered from plants that were in bloom from early April until the snow covered them up in the early winter. It is the best strain that I have ever grown. The coloring of the flowers is wonderful, going from the white and light yellows on through the deep blues to almost black. This is not the Perennial Pansy, but on account of its long-blooming quality I believe it deserves a place among our old-fashioned flowers. Strong plants, \$1 per doz.



Pentstemon Digitalis



Planting of Herbaceous Peonies

## DOUBLE HERBACEOUS PEONIES

The Peony is called the "Queen of the Spring" and certainly is in a class by itself. The best effect to be had with these plants is in masses or beds; they are also popular plants for the hardy border.

This season I can supply strong roots in separate colors of red, pink and white, 20 cts. each, \$2 per doz.

## KING'S EXTRA-FINE HARDY PHLOXES

Probably no other plant in the hardy "old-fashioned" flowers gives more real satisfaction than the Phlox. By planting in masses the effect is wonderful, and in the border, or among shrubbery, the sight is very pleasing. Of the many hundreds of varieties, I offer those that I believe are the best, the most distinct and free from disease.

### BEAUTIFUL PHLOXES OF RECENT INTRODUCTION

**Astrild.** Brilliant carmine-red; flowers of medium size, rich and attractive.

**B. Comte.** Brilliant rich purple; very showy and a fine flower. Considered one of the best in the purples.

**Elizabeth Campbell.** Bright salmon-pink, with red eye. One of the handsomest and attracts more attention than any other Phlox. No collection is complete without this.

HARDY PHLOXES, continued

**Europa.** The individual flowers, as well as the truss, are very large; a white variety with crimson eye. Very new and the best in its class.

**Frau Anton Buchner.** Pure white flowers, the largest truss and individual flower of the white Phlox; rather dwarf; a fine variety for border of bed of Phloxes.

**Rheinlander.** Beautiful salmon-pink, with red eye; the trusses are of immense size.

**Tragedie.** A brilliant, rich, deep carmine, with blood-red eye. One of the richest colors. An attractive variety for planting in masses.

**Wanadis.** A mottling of white and light violet; each flower has a distinct reddish eye; very showy.

**W. C. Egan.** One of the finest Phloxes yet introduced. The color is a light lilac, illuminated by a large, bright solferino eye; the color effect, as a whole, is a pleasing shade of soft pink.

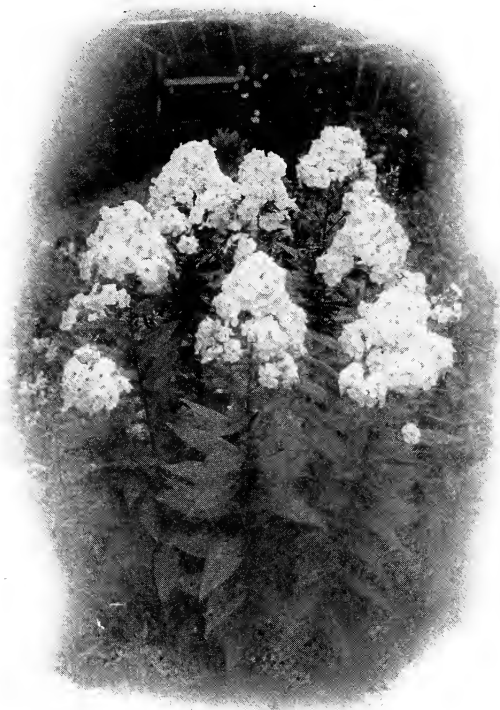
**Widar.** Reddish violet, with large white center, which intensifies and illuminates the color.

**Von Lassburg.** One of the best whites; flower and truss are of immense size; dwarf, branching habit.

**Siebold.** One of the best scarlets; large flowers. No collection is complete without this fine red.

Any of the foregoing varieties, 30 cts. each, \$3 per doz.

One each of the 12 varieties for \$2.50



Hardy Phlox



## KING'S SUPERB HARDY PHLOX

This is the general collection of Phloxes that have been known for several years,—varieties that have proved to be the best in their class, each distinct from the other.

Any of the following, 15 cts. each, \$1.50 per doz. One each of the 13 varieties for \$1.50. One each of the 25 varieties for \$3.75.

Phloxes, mixed varieties, all colors, strong plants, 10 cts. each, \$1 per doz.

**Bouquet Fleuri.** White, with light carmine eye, the color when planted in mass is pure white; showy and of dwarf habit.

**Bridesmaid.** Pure white, with large red eye; large flower and truss; good variety to plant with pure white and scarlet, or in fact with any color.

**Coquelicot.** A fine, pure scarlet, with large truss; the color is really orange-scarlet; it is entirely unlike any other shade of color in Phloxes.

**Eclaireur.** Bright purple, with lighter halo; quite distinct from anything else in this class.

**E. Danzanvillier.** Lilac, shading to white at the edges; very attractive and a decorative color.

**Joan of Arc.** The best late white, and for that reason should be in every collection; fine for massing.

**Miss Lingard.** (*Phlox suffruticosa*.) Early blooming. This Phlox begins to bloom six weeks earlier than any other and continues to bloom during the whole summer. The color is pure white, with lilac eye; very large individual florets. One of the finest of all Phloxes.

**Mme. P. Langier.** Bright crimson, good color, does not fade; strong and vigorous.

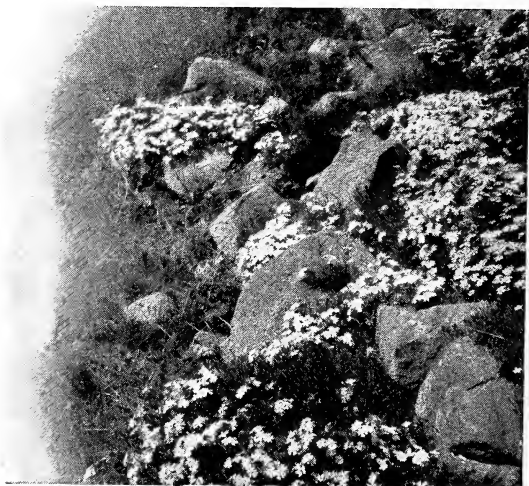
**Mrs. Jenkins.** A splendid white; immense clusters of flowers; early and free bloomer.

**Pantheon.** A good pink; very showy and attractive.

**R. P. Struthers.** Rosy carmine, with red eye; early and free bloomer; one of the best in this shade of red.

**Sunshine.** Aniline-red, with crimson eye; showy.

**Schlieman.** Bright pink, with red eye; tall and a good bloomer.



*Phlox subulata*



Hardy Primroses

**PHLOX SUBULATA · Moss or Mountain Pink**

Very early spring-flowering type, with pretty moss-like evergreen foliage, which, during the flowering season, is completely hidden under the masses of bloom. Fine for the rockery or border and invaluable for covering graves. I offer three colors, White, Pink and Lilac. 10 cts. each, \$1 per doz.

**PHYSOSTEGIA · False Dragonhead**

**Virginica.** Beautiful, midsummer flowering perennial; the flowers resemble large heather; color shell-pink. On strong stems, excellent for cutting. 10 cts. each, \$1 per doz.; large plants, 25 cts. each, \$2.50 per doz.

**HARDY PINKS.** See Dianthus

**POTENTILLA**

Mixed colors only. Flowers are produced in profusion from June to August. A good plant for the border; height 18 inches. 15 cts. each, \$1.50 per doz.

**PRIMULA · Primrose**

**Veris.** (Cowslip.) This is the old-fashioned Primrose or English Cowslip, and one of the early spring flowers. 10 cts. each, \$1 per doz.

**Veris superba.** A giant-flowered form, producing flowers nearly 2 inches across; the color is a bright yellow, with golden center. Perfectly hardy. Every garden should have it. 20 cts. each, \$2 per doz.



Basket of White Maman Cochet Roses

## PYRETHRUM

**Hybridum.** This grand old-fashioned flower is easy to grow in any good garden soil, and everybody should have a few. They bloom in June, and if the first flowers are cut off, they will bloom off and on all summer and autumn. The fern-like foliage of the plants is attractive at all times. Strong plants, 15 cts. each, \$1.50 per doz.

## HARDY EVERBLOOMING ROSES

So many of my customers have asked for Roses, and especially the everblooming varieties, that I have listed a few of the most satisfactory sorts. These are on their own roots, and for ordinary garden purposes are preferred to the budded or grafted plants, because there is no danger of the wild wood making its appearance as it does sometimes with the budded or grafted stock.

**Strong, two-year old plants of any of the following roses,**  
40 cts. each, \$4 per doz.

**Blumenschmidt.** Bright lemon-yellow.

**Golden Gate.** Rich golden yellow, with orange shadings.

**Gruss an Teplitz.** This is a Rose for everybody; succeeds under the most ordinary conditions. Color is the richest scarlet and is in bloom all the time. Very fragrant.

**Mme. Abel Chatenay.** Salmon-pink; good robust grower.

**Maman Cochet.** Deep rose-pink, inside of petals silvery rose. Very double and exquisite in bud or full bloom.

**White Maman Cochet.** Identical, except in color, with above.

**Mrs. De Graw.** Pink; one of the popular Roses in this class.

**William R. Smith.** One of the best creamy whites with rose shadings.





Rudbeckia, Golden Glow

## RUDBECKIA • Coneflower

**Golden Glow.** A well-known popular plant. A strong robust grower, thriving well in the garden under ordinary methods of cultivation; produces masses of double, golden yellow cactus-dahlia-like flowers on tall stems 5 feet high, from July to September.

**Maxima.** A rare and attractive variety, growing 5 feet high, with large green leaves and bright yellow flowers 5 to 6 inches across, with a cone 2 inches high. Flowers from June to September.

**Newmani.** Dark orange-yellow flowers with purple cone, borne on stiff, wiry stems 3 feet high. In bloom July to September.

**Purpurea** (Giant Purple Coneflower). Flowers 3 to 4 inches across, of a peculiar reddish purple, with large, cone-shaped center of brown; bushy plants, 3 feet high; blooms from July to October.

Any of the above varieties, 15 cts. each, \$1.50 per doz.

## SCABIOSA

**Caucasica** (Blue Bonnet). Handsome border plant, and should be grown in every garden. Commences to bloom in June, throwing stems about 2 feet high, with flowers of a charming shade of lavender, and continues in bloom until September.

**Caucasica alba.** A pure white variety, which makes a charming contrast to the preceding variety.

Either variety, 25 cts. each, \$2.50 per doz.

## SALVIA • Hardy Sage

**Azurea grandiflora.** Blooms during August and September, bearing sky-blue flowers on stems 3 feet high, in the greatest profusion. 15 cts. each, \$1.50 per doz.

**Greggi.** It is only recently that the merits of this plant were discovered as a hardy border plant, and now no garden is complete without it. Beginning in June it produces its beautiful carmine flowers and continues to bloom until cut down by frost in late fall. The plant is of bushy habit, growing about 2 feet high. Strong plants that will bloom this year, 25 cts. each, \$2.50 per doz.

## SEDUM • Stonecrop

**Spectabile.** One of the best of the erect-growing Stonecrops, attaining a height of 18 inches, with broad, light green foliage and immense heads of handsome rose-colored flowers. Indispensable as a late fall-blooming plant. 15 cts. each, \$1.50 per doz.

## SPIRAEA • Meadow Sweet

Elegant border plants with feathery plumes of flowers and neat, attractive foliage; succeed best in a half-shaded location in rich, moist soil.

**Chinensis.** A handsome species, large heads of silvery-pink flowers, 2 feet high. 25 cts. each, \$2.50 per doz.

**Ulmaria fl.-pl.** Large double white flowers; grows about 3 feet high. One of the best. 15 cts. each, \$1.50 per doz.

**Venusta magnifica.** A new variety, with rich, intense rosy red, fragrant flowers; grows about 4 feet high; splendid plant for low ground. 50 cts. each, \$5 per doz.



Sedum spectabile



*Stokesia cyanea*

## SOLIDAGO • Goldenrod

**Canadensis.** The best of the native goldenrods, and the immense panicles of bright golden yellow flowers are in bloom from late July until October. 10 cts. each, \$1 per doz.

## STOKESIA • Cornflower Aster

**Cyanea.** Beautiful plant growing 18 inches high; flowers freely from June to September, bearing handsome, lavender-blue cornflower-like blossoms. Useful for cutting. No collection of hardy old-fashioned flowers complete without the beautiful Stokesias.

**Cyanea alba.** Pure white variety of above.

**New Pink.** This is the first year that I have been able to offer a pink variety. This stock is direct from the originator and he describes this New Pink as being the most attractive variety yet offered. The color is soft shade of lavender-pink, and is brightest when it first opens, growing lighter in the sunshine. Be sure to include a few of this New Pink in your order. 25 cts. each, \$2.50 per doz.

**Hybrids.** Seedlings that will include the New Pink, the blue, white and also purple. It will be mighty interesting to watch these develop. The supply is limited.

Any of above, except where noted, 15 cts. each, \$1.50 per doz.

## SWEET WILLIAM • *Dianthus barbatus*

A great improvement has been made in this favorite flower of our grandmothers, the flowers being larger and the colors more brilliant. Strong field plants in pure white, mixed colors and the new variety, **Newport Pink**. 10 cts. each, \$1 per doz.

## TRITOMA • Flame or Torch Lily

**Pfitzeri**. One of the best of the hardy plants for massing in beds, and they are growing more popular each year. They bloom from August to October, throwing their heads of rich orange-scarlet on stems 3 feet high. They are perfectly hardy if given protection. 25 cts. each, \$2.50 per doz.

## VALERIANA • Garden Heliotrope

**Coccinea**. Showy heads of red flowers; blooms all summer.

**Coccinea alba**. A white form of the above.

**Officinalis**. Bright pink flowers, from June to August, with strong heliotrope odor.

All varieties, 15 cts. each, \$1.50 per doz.

## HARDY VIOLETS

**Double Russian**. This variety is perfectly hardy, and grown in the open border is covered with flowers in early spring. The color is deep purple, and the fragrance is exquisite. 10 cts. each, \$1 per doz.



Tritoma Pfitzeri



## VERONICA • Speedwell

**Longifolia subsessilis.** The best of all the hardy Veronics, and beyond question the best perennial giving blue flowers. Blooms from early summer until frost, producing tall spikes that almost cover the plant. 15 cts. each, \$1.50 per doz.; large plants, 25 cts. each, \$2.50 per doz.; very large clumps, four years old, \$1 each.

**Spicata.** An elegant border plant, growing about 18 inches high, producing long spikes of bright blue flowers in June and July. An extremely desirable border plant. 15 cts. each, \$1.50 per doz.

## WALLFLOWER

The old favorite Wallflowers; mixed colors, including yellow, brown, etc. Bloom profusely, with flowers in spikes. 15 cts. each, \$1.50 per doz.

## YUCCA • Adam's Needle

**Filamentosa.** This plant stands at the head of hardy ornamental foliage and flowering plants. Has broad, sword-like foliage and grows 5 to 6 feet tall, with branched spikes of large, fragrant, drooping, creamy white flowers during June and July. A very effective plant for all positions. The foliage is evergreen. 25 cts. each, \$2.50 per doz.; extra-large-sized plants, 50 cts. each.



*Veronica longifolia subsessilis*

# What My Pleased Customers Say

Plants arrived O. K. Look fine. Here is another order—please ship it soon as possible.—K. L. D., Massachusetts.

Plants arrived in good condition. Many thanks.—K. P. B., New York.

Plants received in fine condition and I thank you.—C. D. P., Indiana.

My order of plants from you last fall arrived in excellent condition, and I was very much pleased with them.—M. S., New Jersey.

Received the plants Monday morning after Friday's shipping. Set them out immediately and they are looking fine, as they arrived in fine condition.—J. G., Maine.

Plants received in good order. Thank you for the Delphinium.—H. D. W., Long Island.

My order of plants was received in fine condition some days ago. Many thanks for the two extra plants.—P. B. B., Missouri.

The 100 hardy plants ordered on the 9th and received on the 11th were all in fine, fresh condition, showing both skill and intelligence in packing. Thank you for promptness and careful attention to my order.—G. M. P., New York.

The plants came Friday in excellent condition. I am much pleased with the collection, to which, later, it is my intention to add.—T. G. B., New Jersey.

The Veronicas and Valerianas which I ordered arrived in good condition and I have not lost one since putting them out.—L. K. C., New York.

Thanks for the Stokesia. I have kept your card for future use as I seldom get plants in such good shape.—W. W., Pennsylvania.

Send me 100 more Coreopsis like the lot you shipped last week. The fact that I want more of this stock will convince you that I am delighted with the others.—N. S., Missouri.

# SUPPLEMENT AUTUMN —1916—

## KING'S

### Hardy Old Fashioned Flowers.

---

Everything in this little folder is sent out with the regular guarantee as you will find it on inside front cover page of our catalog, copy of which accompanies this supplement.

**Order this Fall. Prices on Many Plants Must be  
Advanced Next Season.**

We cannot urge you too strongly to buy your hardy plants this fall as it will be impossible to continue the low prices on many of the plants we grow. The cost of labor, fertilizers, and in fact everything that is needed to conduct a plant business has been advanced from 25 to 50 per cent. Take our advice and **buy now.**

### FALL PLANTING.

#### Another Reason Why it is Advisable!

Most all perennials or "old-fashioned" flowers should be planted in the fall.

Iris and Paeonies especially should be planted early and all other hardy perennials, so as to permit the plants to grow and become well established before cold weather sets in.

The fall offers more opportunity than the hustle and bustle of the busy spring season, when all the work of preparing the ground, and the garden needs attention.

It is *absolutely necessary* to plant in the fall such varieties as bloom early in the spring if you want satisfactory results and plenty of bloom the first season. Among the early blooming varieties are Iris, Poppies, Columbine, Paeonies and Foxglove.

Stock which is shipped in the fall is mostly field plants. These plants have been growing all summer and you really get better and larger stock for the same money than you would pay in the spring; and as mentioned above, you will probably pay more for the plants next spring.

You'll make no mistake in buying **now!**



# LARGE PLANTS

## FOR

# IMMEDIATE EFFECTS!

---

The success of the past two years with the sale of these larger size plants in the fall, convinces us that many of our customers are glad of the opportunity to secure these large plants, which are usually three or four times the size of the regular size.

This fall we can offer the varieties named below. The description of same will be found in the catalog.

	Each	Dozen
Achillea Millifolium roseum.....	25c.	\$2.50
Alyssum saxatile compactum.....	25c.	2.50
Aster, "St. Egwin".....	50c.	5.00
Bocconia Cordata Japonica.....	25c.	2.50
Buddleia Magnifica.....	50c.	5.00
Chrysanthemums, 7 varieties only.....	25c.	2.50
Cerise Queen, Julia Lagravere, Hero, King Philip, Prince of Wales, St. Elmo and Sunset.		
Shasta Daisy "King Edward.".....	35c.	3.50
Hemerocallis Flava.....	25c.	2.50
Hollyhocks, large 2 yr. old.....	25c.	2.50
Iris Germanica, 5 varieties.....	25c.	2.50
Celeste, Delicata, H. Cramer, Honorabilis, Purple Queen.		
Lychnis Chalcedonica.....	25c.	2.50
Monarda Didyma rosea.....	25c.	2.50
Phlox, "Joan of Arc," pure white.....	25c.	2.50
Physostegia Virginica.....	25c.	2.50
Valeriana. 3 varieties.....	25c.	2.50
Veronica Longifolia subsessilis.....	25c.	2.50
Veronica Spicata.....	25c.	2.50

To show our friends who are not familiar with the difference between the regular size and these larger size plants, let us take *Iris Germanica* for instance: the regular size plant is one eye or one division; in the large plants you get not less than three divisions, and often as many as five and six in the one clump.

Our advice is to buy large plants now while you have the opportunity. Our supply is limited this fall, and after these are sold we will not have more stock until next fall.

**For Quick Results Buy the "Large-Size" Plants.**  
**They Will Please You.**

## HOLLYHOCKS.

This fall I am able to offer these Hollyhocks in addition to those already catalogued.

**Allegheny.** The flowers of this variety are very large, wonderfully formed of loosely arranged fringed petals, which look as if made from the finest China silk. The colors vary from the palest shrimp-pink to deep red. The habit of the plant is very strong growth, sending up spikes 6 to 7 feet high; mixed colors; 20c. each; \$2.00 per dozen.

**Single.** Many prefer the single flowering Hollyhocks, so we have added these to our list. They are usually of freer growth than the doubles, and present a very handsome appearance when covered with their artistic blossoms. Can supply them in colors pink, red and white, and all colors mixed. Price 20c. each; \$2 00 per dozen.

---

## LILIES.

**Candidum.** The ideal lily for your hardy "old-fashioned" flower garden or border. This is the popular, fragrant, snow-white variety which is also known as "Annunciation Lily" and "Madonna Lily." It grows 3 to 4 feet high, and blooms in the open ground in June. This lily is especially effective when grown in bold masses with a background of shrubbery. It thrives best where it can remain undisturbed for several years in good garden soil. Price, large bulbs, \$1.00 for six; \$1.75 per dozen; \$12.00 per 100. Cannot fill orders for less than six bulbs.

---

## Unusual Opportunity to Buy Pot-Grown Hardy Chrysanthemums.

This season we are fortunate in being able to offer fine large plants, from 4-inch pots that will give a big display of flowers this fall and remain in bloom for several weeks. Then when thru blooming you can set the plants in the ground outside, and they being perfectly hardy, you will have the pleasure of seeing them bloom annually for a number of years.

We can supply these plants in but two colors—white and yellow. The price is \$2.50 per dozen. No order accepted for less than 12 plants.

**Early Orders are Advised. DO IT NOW!**

THE MOST WONDERFUL OFFER IN HARDY PLANTS  
EVER MADE BY A FLORIST, AND PROBABLY THE  
LAST TIME WE CAN EVER MAKE IT TO YOU.

## **12 STRONG PLANTS FOR ONLY \$1**

To introduce the quality of my Hardy Old-Fashioned Flowers I will send to you 12 strong plants for only one dollar, you to pay the delivery charges. Express shipments are advised as larger plants can be sent. However, to customers who request parcel post delivery, we shall be glad to do so where 10 per cent is sent to pay postage. Nothing sent prepaid this fall unless delivery charges are paid in advance.

Many thousands of plants were sold last spring with this offer, and to those who desire several dozen plants we make the following offer: 5 dozen plants for \$4.75; 10 dozen for \$9.00; or 20 dozen for \$17.50.

**Please Note.**—We cannot fill orders for less than six plants of a variety, or less than 12 plants on an order. For instance: You order a dozen plants, you could have 12 of one kind, or 6 of two kinds. On a 10 dozen order you could have 10 kinds, 12 of each, or 6 of each of the 20 varieties. Please remember this, as we positively cannot, at this bargain price, fill orders for less than six of a variety.

Names of the 20 Varieties in the Special Offer.

Both botanical and common names are given.

**Achillea Roseum.** Rose-colored Millfoil.

**Anthemis.** Golden Marguerite.

**Aquilegia.** Columbine. Mixed colors.

**Campanula Medium.** Canterbury Bells.  
Mixed colors.

**Chrysanthemums.** Hardy, all colors.

**Coreopsis lanceolata grandiflora.**

**Delphinium.** Hardy Larkspur.

**Dianthus.** Hardy Pinks. Mixed colors.

**Digitalis gloxineaflora.** Foxgloves.

**Gaillardia grandiflora.** Blanket Flower.

**Helianthus.** Hardy Sunflower.

**Hollyhocks.** Mixed colors, single and double.

**Iris Germanica.** German Iris or Flags.

**Monarda rosea.** Bergamot.

**Phlox.** Colors white, pink and red.

**Physostegia Virginica.** False Dragonhead.

**Salvia azurea.** Hardy Sage. Blue.

**Sweet William.** All colors.

**Valeriana.** Hardy Garden Heliotrope.

**Veronica longifolia subsessilis.** Sp'dwell.

A collection of these plants will give you flowers from early in May until late in the Autumn, and in no other way can you get so much first class stock of flowering plants for the amount of money. Many letters of praise for this collection could be shown. Many who ordered a dozen plants to see what they were like came back at once for several dozen more.

Remember this is the last time we can ever make such an offer.

Get your order off now, before it is too late.

**W. E. KING, Florist, Little Silver, N. J.**

W.E.KING, LITTLE SILVER, NEW JERSEY

Date.....Amount Enclosed, \$.....

Name (Please prefix Mr., Mrs. or Miss) .....

Rec.....

St., P. O. Box or R. F. D.....

Ack.....

Post Office.....

Filled.....

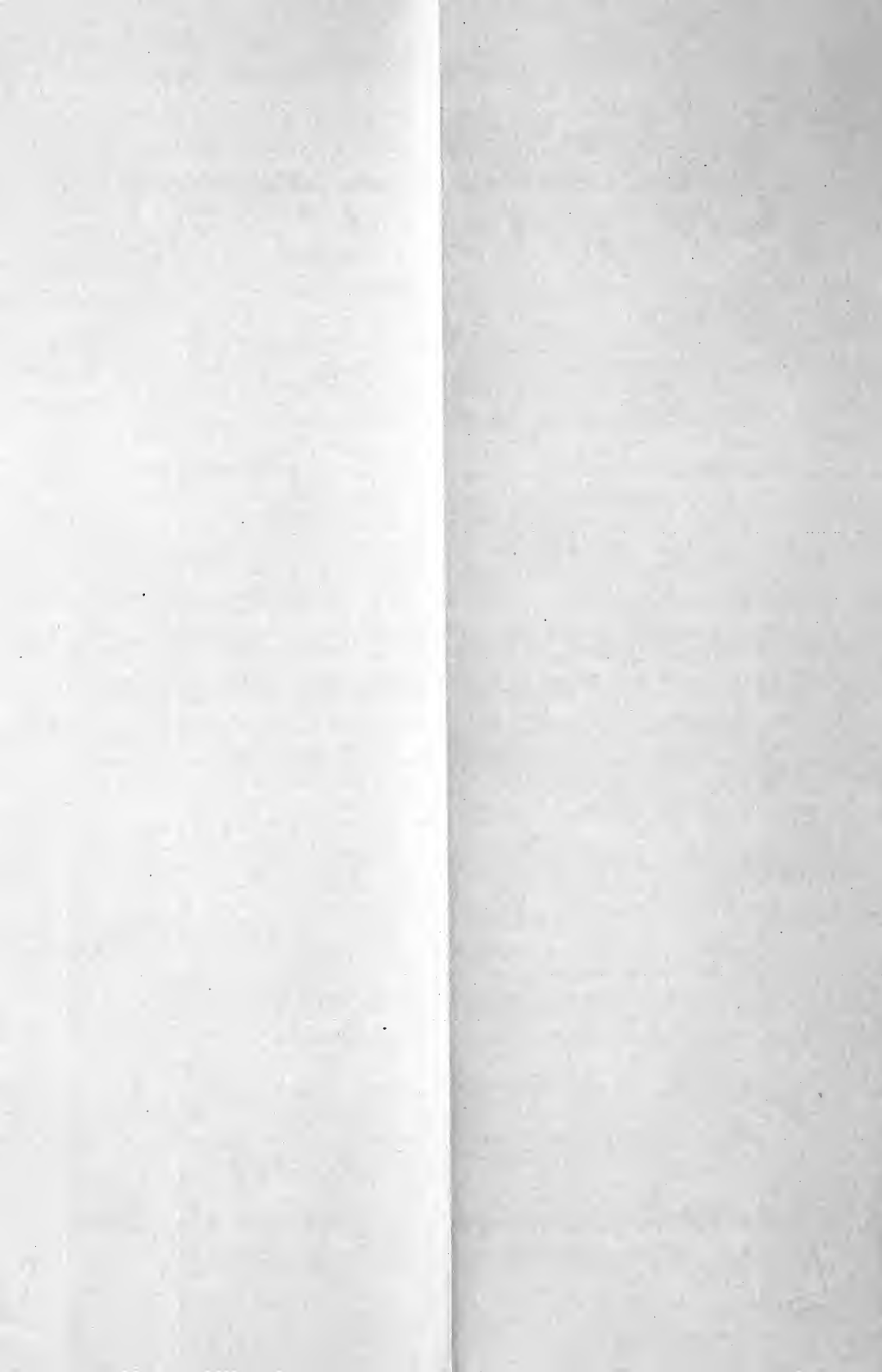
Express (If different from P. O.).....

Clerk.....

What Express Co.....State.....

Shipped.....

[illegible]



**FROM**

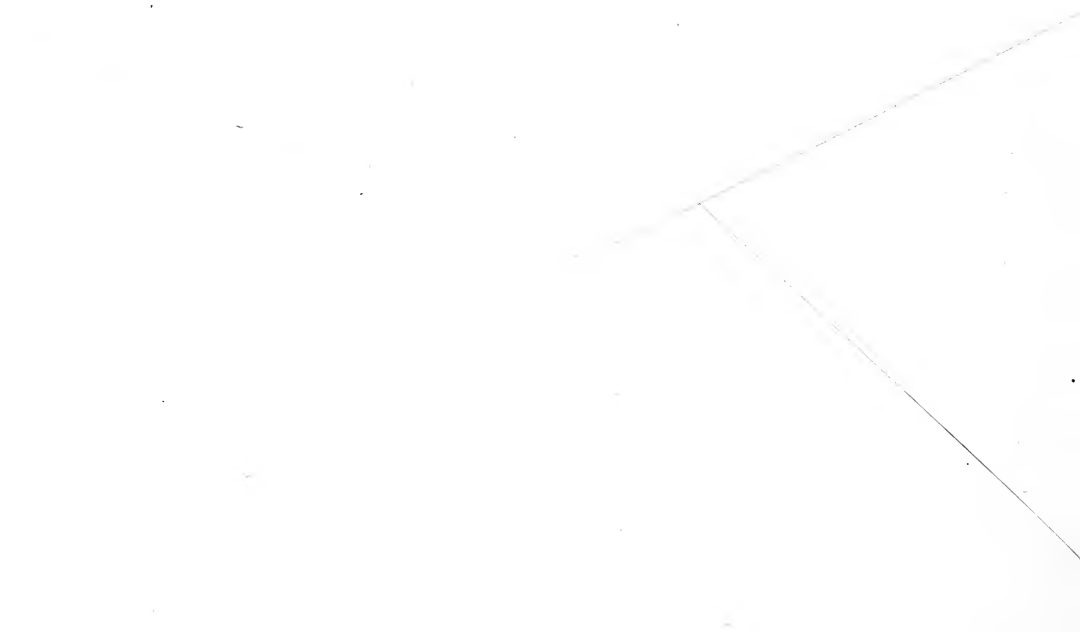
**Name**.....

**Address**.....

**W. E. KING, Florist,**

**Little Silver,**

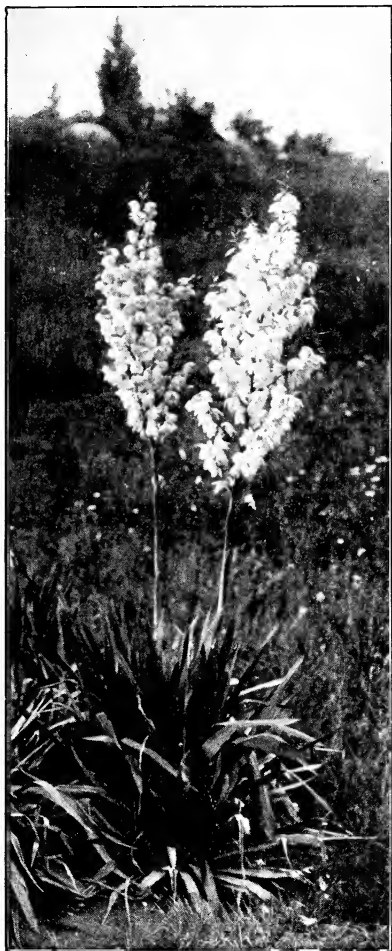
**New Jersey.**





This list comprises about 50 species and 170 varieties, all of which are acceptable for any garden; but this is only a small proportion of the Hardy Perennials that are available for the planting of your hardy garden.

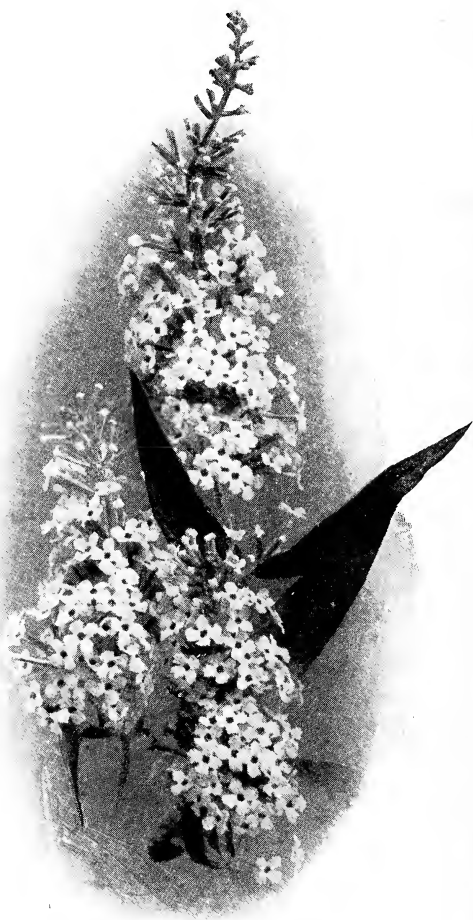
Should you desire other plants than are herein listed, write me concerning the varieties desired, and I shall be glad to quote you prices and procure the plants for you.



*Yucca filamentosa* (see page 23)

Feel free to write me at any time for advice or suggestions regarding anything pertaining to planting and growing of hardy plants. I shall esteem it a favor if I can serve you.

King's Old-Fashioned  
Flowers



Buddleia (see page 4)

**W. E. KING**  
LITTLE SILVER : NEW JERSEY